

REMARKS

Applicant thanks the Examiner for the careful review of this application. Claims 1 and 2 were amended, claims 39-42 were added, and claims 23-26 were cancelled without prejudice. No new matter was added. Claims 5 and 7 were previously canceled without prejudice. Claims 1-4, 6, 8-22 and 27-42 are currently pending in this application. Claims 39-42 claim aspects of customizing the prize redemption system.

Applicant has amended the claims to clarify that the claimed invention concerns providing advertising to users and providing user information to advertisers. While Applicant believes the claim amendments clarify the original claims, Applicant also submits that claiming:

displaying advertising to a user during redemption of the prize credits distinguishes over the cited prior art. Likewise, claiming:

providing a profile of the user to an advertiser responsive to displaying advertising from the advertiser
distinguishes over the cited prior art. In particular, none of the prior art has been cited for provision of advertising during redemption of prize credits. Thus, claims 1 and 2, and dependent claims therefrom, include an element not shown in the prior art. Applicant submits that since this has not been shown in the prior art, the claims stand allowable over the cited art.

Applicant does not concede the propriety of the rejections. In particular, Applicant does not concede the propriety of the rejection of the claims over Von Kohorn, alone, or in combination with Williams, Atkins, Storey, Hunt and/or Walker. Similarly, Applicant does not concede that the combination of Von Kohorn with one or more of Williams, Atkins, Storey, Hunt and/or Walker is proper. However, in light of the present amendments, Applicant submits that the rejections of the Office Action are rendered moot.

Applicant notes that Atkins, for example, deals with processing of transactions in the financial system at large – and focuses on helping clients of banking institutions manage their investments. (See Atkins Abstract). Hunt, on the other hand, deals with tracking of purchases at Internet businesses, such as through use of a shopping cart on a website. (See

Hunt Abstract). The combination of these two references together is unreasonable to begin with. However, neither reference is an appropriate place for one of skill in the art to look when designing a tournament game system with a prize redemption feature.

As another example, Williams relates to a method for allowing users of an online community supported over telephone lines to find like-minded users for social purposes. (See Williams Abstract). Thus, Williams is yet another disparate reference relative to Hunt and Atkins, and is not appropriate for combination therewith. Storey, in contrast, relates to frequent flier programs and similar rewards programs. (See Storey Abstract). Thus, Storey is not appropriate for combination with Williams, Atkins or Hunt. Moreover, Storey and Williams, as with Atkins and Hunt, are not related to games and are not appropriate for use in a combination to lead to a tournament game system allowing for redemption of prize credits.

Accordingly, Applicant submits that the combinations referenced in the rejections are inappropriate, and do not render the claimed invention obvious. In view of the foregoing, Applicant respectfully requests issuance of a notice of allowance.

CONCLUSION

Applicant believes that all pending claims are allowable and a Notice of Allowance is respectfully requested. Should the Examiner determine that a telephone conference would assist with this application, the Examiner is invited to contact the undersigned at 650.293.3352. Authorization is hereby granted to debit Deposit Account No. 50-3539 for any fees due, as a result of the submissions with this paper, as a result of lack of funds for any accompanying check, or for any other reason related to previous prosecution of this application.

Respectfully submitted,

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